

# **2014 Earned Value Promotion**

**February 19, 2014**

- **Overview**
- **Promotion Dates**
- **Process**
- **Benefits**
- **Registration Process**
- **What Is New?**
- **Resources**
- **Questions**



# Earned Value



**Mailers enrolled in the 2014 Earned Value promotion may earn a credit for reply mail pieces that their customers mail back to them. Credit can be applied toward future mailings of First-Class Mail presort and automation cards, letters and flats and Standard Mail letters and flats**

## Registration Period

February 15 – March 31, 2014

## Award /Piece Tracking Period

April 1 – June 30, 2014

## Mailer Agreement Period

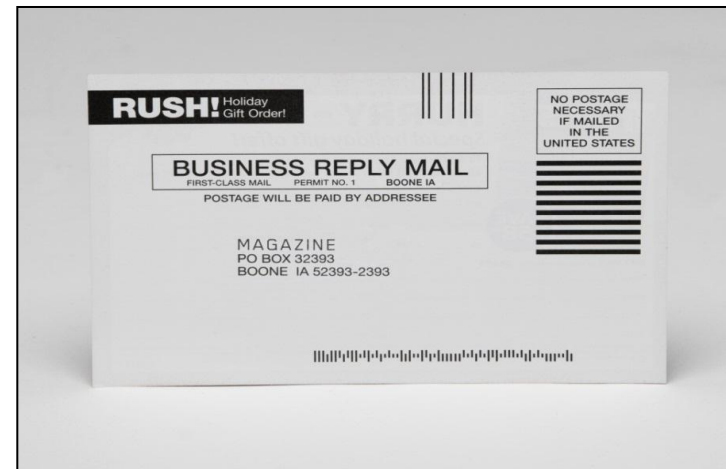
July 1 – August 4, 2014

## Award Claim Period

July 1 – December 31, 2014

## Credit Expiration Date

December 31, 2014



## Registration

## CRM and BRM

## Credits

## Earned Value Credit

- Register via the Business Customer Gateway (BCG)
- Eligible Permits: Meter, Imprint, OMAS Meter, OMAS Imprint, Precancelled
- Must contain Intelligent Mail barcode with the registered MID(s) encoded
- Mailings must be submitted electronically via Mail.dat, Mail.XML, or Postal Wizard
- RR in the CCR field or use the dropdown menu in Postal Wizard

## Earn Credits

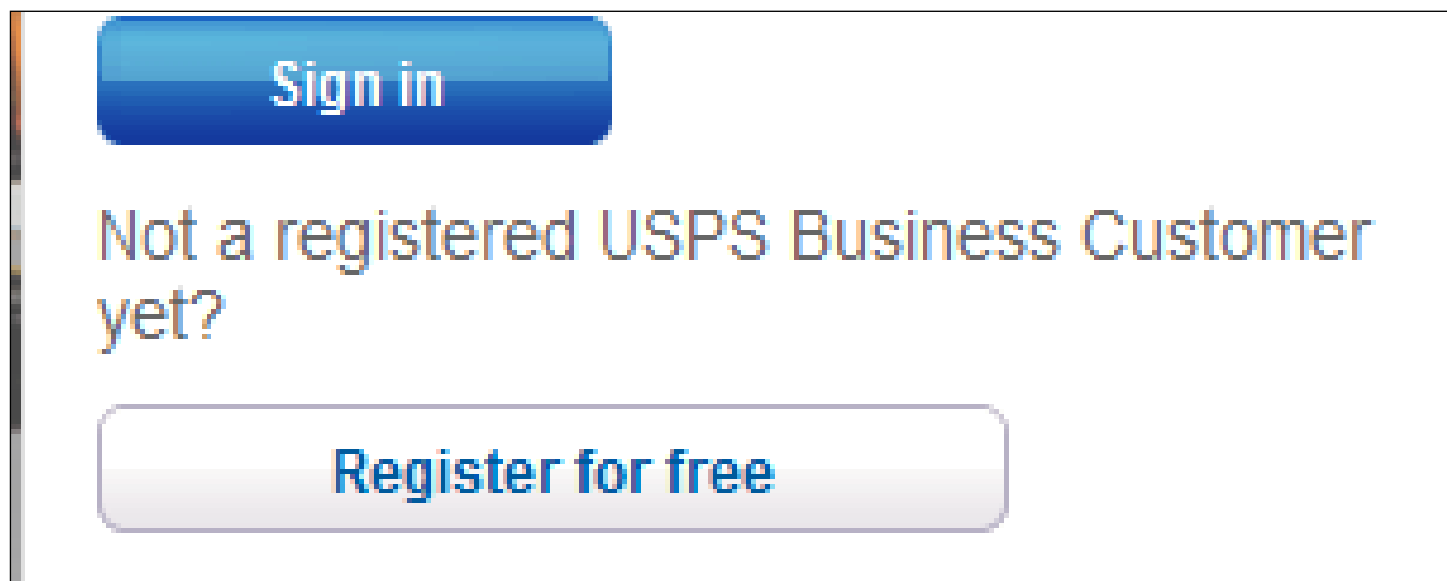
- **Credit amounts:**
  - **\$0.02 per CRM or BRM piece counted**
  - **\$0.03 per CRM or BRM piece counted if total number exceeds number of reply pieces counted as part of the 2013 Earned Value promotion**

## Flexible

- **Can be combined with other incentive promotions to further increase savings**
- **Mailers can apply earned credits to mailings of FCM Presort and Automation cards, letters, and flats or Standard Mail letters and flats**

## Navigate to the Business Customer Gateway:

<https://gateway.usps.com>



A screenshot of the USPS Business Customer Gateway login page. It features a blue 'Sign in' button at the top. Below it, the text 'Not a registered USPS Business Customer yet?' is displayed. At the bottom, there is a light blue 'Register for free' button.

Sign in

Not a registered USPS Business Customer yet?

Register for free

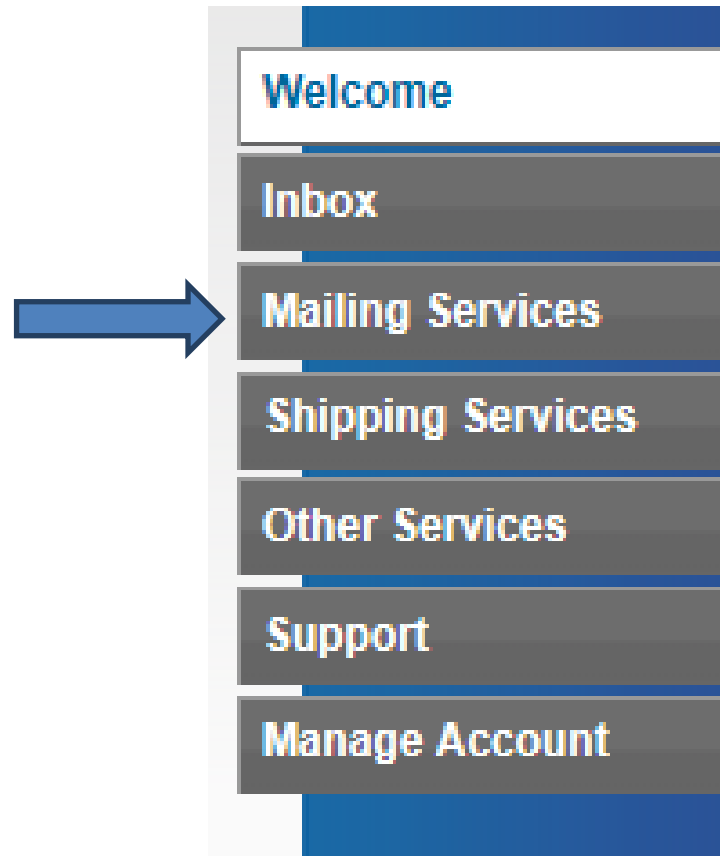
## Sign In

Username

Password

[Forgot password?](#)





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## Welcome

Identify yourself as either a Mail Owner or Mail Service Provider by selecting the corresponding radio button and clicking Continue.

I am a:

- ☐ Mail Service Provider  
☐ Mail Owner

A Mail Service Provider, also referred to as a Mailing Agent, is a company or entity that performs one or more of the following functions on behalf of other companies or organizations: designs, creates, prepares, processes, sorts, or otherwise prepares postcards, letters, flats or packages for acceptance and delivery by the Postal Service.

A Mail Owner is a company that has authorized a Mail Service Provider to act as its Mailing Agent with the USPS, and to perform Mailing Services on its behalf using the Mail Owner's Mailer ID/Customer Registration ID or other USPS system identification number in the Mail Owner's name.



## Welcome

Click the incentive name to get more information or to begin enrollment.

### Earned Value

Short description for the EVI program (SIT)

### Emerging Technologies

The Emerging Technologies Promotion is designed to drive online product purchases by putting direct mail and catalogs containing mobile-optimized coupons and promotional offers into consumers' hands in time for Black Friday and Cyber Monday, the busiest shopping time of year. The promotion will offer online merchants an upfront 2% postage discount on Standard Mail and First-Class Mail letters, flats and cards (presort and automation) that include a mobile barcode or print/mobile technology.

### Picture Permit

Picture Permit Incentive. Please Participate



## Earned Value

**Enrollment Status: IN PROGRESS**

[Back to Incentives Home](#)

### Program Summary

#### Earned Value

##### Overview

Long description for Earned Value incentive (SIT)

### Additional Contact Information

*Incomplete*

**Enrollment Status - In Progress** - 0 out of 5 steps completed

Please complete all of the steps below to enroll.

#### Enrollment Steps (5)

- |                                      |                     |
|--------------------------------------|---------------------|
| [ + ] Additional Contact Information | - <i>Incomplete</i> |
| [ + ] Locations                      | - <i>Incomplete</i> |
| [ + ] Mailer IDs                     | - Not Available     |
| [ + ] Payment Accounts               | - <i>Incomplete</i> |
| [ + ] Certification                  | - Not Available     |

### Locations

*Incomplete*

### Payment Accounts

*Incomplete*

### Program Assistance


▶ Show Additional Information

## **Additional Contact Information Tab**

- **Save Contact Information for  
Alternative Primary Contact**

## Locations Tab

- **Allows review of mailing locations**
- **Verify accuracy of displayed locations**
- **Select the <I Agree> button**


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**Earned Value**
**Enrollment Status: IN PROGRESS**
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**Program Summary**

Verify that your Mailer IDs are listed correctly and select the <I Agree> button below to complete this enrollment step. If one or more of your MIDs is missing, please click this link to the [Business Customer Gateway](#) and verify that the location to which the MID is linked is registered for the Incentive Programs service.

For more information regarding the data in the columns, place your cursor over the column title.

**Additional Contact Information**  
*Incomplete*

Per Page: 20

Filter --Select Table-- by --Select Category-- for
 [Filter](#)

[Clear Filter](#)

**Locations**  
*Complete*

**Available Mailer IDs**

Showing 1 - 2 of 2

MID	CRID	Address			ZIP Code	Tracking Request Date
		Street Address	City	State		
900005975	20163390	201 D STREET	DELAWARE	DC	20024-2198	
900005976	20163390	201 D STREET	DELAWARE	DC	20024-2198	


Export options: [CSV](#) | [Excel](#) | [XML](#) | [PDF](#)

**Mailer IDs**  
*Incomplete*

**Payment Accounts**  
*Incomplete*

**Program Assistance**

[I Agree](#)
[I Disagree](#)


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**Earned Value**
**Enrollment Status: ENROLLED**
[Unenroll](#)
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**Program Summary**

You have already agreed to the below MIDs being the MIDs participating in this Incentive Program.

For more information regarding the data in the columns, place your cursor over the column title.

**Additional Contact Information**

Complete

**Locations**

Complete

**Mailer IDs**

Complete

**Permit Accounts**

Complete

**Certification**

Complete

**Activity Report**

Complete

**Permit Balance**

Complete

**Program**

Per Page: 20

Filter  by  for 
[Filter](#)
[Clear Filter](#)

**Available Mailer IDs**

Showing 1 - 4 of 4

MID	Shared?	CRID	Address			ZIP Code	Tracking Request Date
			Street Address	City	State		
999999970	Yes	20167559	232 WATERSIDE DR	WILDWOOD	MO	63040-1631	08/27/2013 15:30:03
999999971	Yes	20167559	232 WATERSIDE DR	WILDWOOD	MO	63040-1631	08/27/2013 15:30:03
999999971	Yes	20167559	232 WATERSIDE DR	WILDWOOD	MO	63040-1631	08/27/2013 15:30:03
900006047	Yes	20167559	232 WATERSIDE DR	WILDWOOD	MO	63040-1631	01/31/2013 12:21:04

Export options: [CSV](#) | [Excel](#) | [XML](#) | [PDF](#)

**Unavailable Mailer IDs**

Showing 1 - 2 of 2

MID	Shared?	CRID	Address			ZIP Code
			Street Address	City	State	
900007616	Yes	20170240	123 DREAM ST.	BEVERLY HILLS	CA	90210
900007615	Yes	20170238	4840 WESTFIELDS BLVD STE 200	CHANTILLY	VA	20151-4219

Export options: [CSV](#) | [Excel](#) | [XML](#) | [PDF](#)



**Program Summary**
**Additional Contact Information**  
 Complete

**Locations**  
 Complete

**Mailer IDs**  
 Complete

**Payment Accounts**  
 Incomplete

**Certification**  
 Complete

**Activity Report**  
 Incomplete

Your permit accounts are shown below. Verify that what is listed is correct. If you do not see a permit and you are sure that it is linked to one of the enrolled CRIDs displayed in the Locations tab, take the following steps to link the missing permit.

**Cropped Page**

**Selected (Multiple) Permits:**

Showing 1 - 1 of 1

	Permit	Type	Finance Number	CRID	ZIP/Postal Code	CAPS	Percentage
<a href="#">Remove</a>	899	PI	164950	94543555	619389998		50

Totals Percentage 50%

[Update Percentage](#)
**Eligible Permits:**

Showing 1 - 1 of 1

	Permit	Type	Finance Number	CRID	ZIP/Postal Code	CAPS
<a href="#">Add</a>	* 1000	PC	517716	4430515	240229998	

 Export options: [CSV](#) | [Excel](#) | [XML](#) | [PDF](#)
**Ineligible Permits:**

Showing 1 - 4 of 4

Permit	Type	Finance Number	CRID	ZIP/Postal Code	CAPS
* 17353025	PE	999924	4430515	99998	
* 9205823	PE	999924	4430515	99998	
* 17353025	PE	999922	4430515	999990000	
* 9205823	PE	999922	4430515	999990000	

 Export options: [CSV](#) | [Excel](#) | [XML](#) | [PDF](#)
**Custom MSP Permit Search**

Please check with your MSP on what permit information should be entered.

* Permit Number:	<input type="text"/>	* Permit Type:	--Select Category--	<input type="button" value="Search"/>
City:	<input type="text"/>	* State Code:	<input type="text"/>	

**Program  
Summary**
**Additional  
Contact  
Information**  
Complete

**Locations**  
Complete

**Mailer IDs**  
Complete

**Payment  
Accounts**  
Incomplete

**Certification**  
Complete

**Activity Report**  
Incomplete

Your permit accounts are shown below. Verify that what is listed is correct. If you do not see a permit and you are sure that it is linked to one of the enrolled CRIDs displayed in the Locations tab, take the following steps to link the missing permit.

**Cropped Page**

**Selected (Multiple) Permits:**

Showing 1 - 1 of 1

	Permit	Type	Finance Number	CRID	ZIP/Postal Code	CAPS	Percentage
<a href="#">Remove</a>	899	PI	164950	94543555	619389998		50

Totals Percentage 50%

[Update Percentage](#)

**Eligible Permits:**

Showing 1 - 1 of 1

	Permit	Type	Finance Number	CRID	ZIP/Postal Code	CAPS
<a href="#">Add</a>	* 1000	PC	517716	4430515	240229998	

Export options: [CSV](#) | [Excel](#) | [XML](#) | [PDF](#)

**Ineligible Permits:**

Showing 1 - 4 of 4

Permit	Type	Finance Number	CRID	ZIP/Postal Code	CAPS
* 17353025	PE	999924	4430515	99998	
* 9205823	PE	999924	4430515	99998	
* 17353025	PE	999922	4430515	999990000	
* 9205823	PE	999922	4430515	999990000	


Export options: [CSV](#) | [Excel](#) | [XML](#) | [PDF](#)

**Custom MSP Permit Search**

Please check with your MSP on what permit information should be entered.

\* Permit Number:  \* Permit Type:  [Search](#)

City:  \* State Code:


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**Earned Value**
**Enrollment Status: IN PROGRESS**
[Back to Incentives Home](#)

**Program Summary**

Your permit accounts are shown below. Verify that what is listed is correct. If you do not see a permit and you are sure that it is linked to one of the enrolled CRIDs displayed in the Locations tab, take the following steps to link the missing permit.

Cropped Area

**Additional Contact Information**  
Complete

**Locations**  
Complete

**Mailer IDs**  
Complete

**Payment Accounts**  
Incomplete

**Activity Report**  
Incomplete

**Program Assistance**

**Selected (Multiple) Permits:**

Showing 1 - 2 of 2

	CRID	Permit Account Number	Permit Type	Permit Number	Finance Number	Permit ZIP	PO Address	Percentage
<a href="#">Remove</a>	20500369	134532	PI	42	999932	22046	Chantilly, VA	70
<a href="#">Remove</a>	20500369	123	PI	42	999924	22046-2614	Chantilly, VA	30

Totals Percentage 100%

[Update Percentage](#)

Filter  by  for   
[Filter](#)  
[Clear Filter](#)

**Eligible Permits:**

Showing 1 - 3 of 3

	CRID	Permit Account Number	Permit Type	Permit Number	Finance Number	Permit ZIP	PO Address
<a href="#">Add</a>	20500369	123	PI	42	999926	22046-2614	San Mateo, CA
<a href="#">Add</a>	20500369	123	PI	42	999928	22046-2614	Chantilly, VA
<a href="#">Add</a>	20500369	123	PI	42	999930	22046-2614	Chantilly, VA

Export options: CSV | Excel | XML | PDF

**Program  
Assistance**  
Complete

<input type="radio"/>	811	PE	20488611	20024	12000
<input type="radio"/>	1122	PE	20488611	20024	12000
<input type="radio"/>	298	PP	20488611	20024	12000
<input type="radio"/>	10083	PE	20488611	20024	12000
<input type="radio"/>	1610	PI	20488611	20024	12000
<input type="radio"/>	213	PI	20488611	20024	12000
<input type="radio"/>	33333333	PE	20488611	20024	12000
<input type="radio"/>	22222222	PE	20488611	20024	12000
<input type="radio"/>	90013	OM	20488611	20024	12000

Export options: CSV | Excel | XML | PDF

## Custom MSP Permit Search

Please check with your MSP on what permit information should be entered.

* Permit Number:	<input type="text"/>	* Permit Type:	--Select Category-- ▼	<input type="button" value="Search"/>
City:	<input type="text"/>	* State Code:	<input type="text"/>	

Payment Accounts - Windows Internet Explorer

https://programregistration-sit.usps.com/progreg-external-webapp/c

Google

Search Share More >> Sign In

Favorites Program Registration - Pe... Activity Report Program Registration - La... Program Registration - La... Web Slice Gallery

Program Registration - Per... Payment Accounts

Page Safety Tools

	<input type="radio"/>	1234	PI	20163414		63155-9903		
	<input type="radio"/>	259	PI	20163414		63155-9903		
	<input type="radio"/>	258	PI	20163414		63155-9903		
	<input type="radio"/>	1696	PI	20163414		63155-9903	10325	
	<input type="radio"/>	1695	PI	20163414		63155-9903	10325	
	<input type="radio"/>	1694	PI	20163414		63155-9903	10325	
	<input type="radio"/>	1693	PI	20163414		63155-9903	10325	
	<input type="radio"/>	7300	PI	20163414		63155-9903		

**Certification**  
Complete

**Activity Report**  
Complete

**Permit Balance**  
Complete

**Program Assistance**

Select MSP Permit

Select	Permit Number	Permit Type	Finance Number	City	State	CRID	Business Name	Address
<input checked="" type="radio"/>	1234	PI	357485	Guangzhou		20102025	ChinaAcct	122 Liu Hua Lu
<input type="radio"/>	1234	PI	661204	WASHINGTON	DC	20165122	PROGREG CAT 5	5 CAT St
<input type="radio"/>	1234	PI	999999	MEMPHIS	TN	20165248	NCSC 2	6060 PRIMACY PKWY STE 251

Save Close

## Custom Mail Owner Permit Search

### Custom Mail Owner Permit Search

Please check with your Mail Owner on what permit information should be entered.

* Permit Number:	<input type="text"/>	* Permit Type:	--Select Category-- 	<input type="button" value="Search"/>
City:	<input type="text"/>	* State Code:	<input type="text"/>	

\* - Indicates a Payment/Permit Account that is linked to a CRID that you share with another user



## Custom Mail Owner Permit Search

Ineligible Permits:

Showing 1 - 19 of 19

Permit	Type	CRID	ZIP/Postal Code	CAPS
811	PE	204		
1122	PE	204		
233	PE	204		
544	PE	204		
804	PE	204		
10083	PE	204		
33333333	PE	204		
22222222	PE	204		
306	PP	204		
298	PP	204		
305	PP	204		
50	PE	204		
28003	MR	204		
173000	PE	204		
131000	PE	204		
77777	PE	204		
42	PP	204		
318	PP	204		
370	BR	204		

Select Permit

Select	Permit Number	Permit Type	Finance Number	City	State	CRID	Business Name	Address
<input checked="" type="checkbox"/>	175	PI	414080	SARATOGA SPGS	NY	20165090	QUAD GRAPHICS SARATOGA SPRINGS	56 DUPLAINVILLE RD

Save

Close

Custom Mail Owner Permit Search

Please check with your Mail Owner on what permit information should be entered.

\* Permit Number: 175

\* Permit Type: PI - Permit Imprint

Search

City:

\* State Code: ny

I Agree

I Disagree



## Holiday Mobile Shopping Promotion

**Enrollment Status:** **ENROLLED**

[Unenroll](#)

[Back to Incentives Home](#)

### Program Summary

To complete enrollment into the program, you must agree to the legal statement below. If you choose to disagree, your enrollment will not be completed and you will be routed to the Program Assistance page to initiate correspondence with USPS regarding your concerns.

### Additional Contact Information Complete

#### Certification Agreement:

By checking the "I Agree" button below, I declare that I have reviewed the Program Requirements Document and agree to follow the terms of the Holiday Mobile Shopping promotion as outlined in the Domestic Mail Manual and program requirements document available for download on the Incentive Programs description page. I further declare that the accounts (permit numbers) and locations (Customer Registration IDs) listed in this enrollment are correct and that I intend to participate in the promotion using any combination of these accounts. I understand that, though enrolled, I am not required to participate and I can obtain details online at [gateway.usps.com](#) or ask USPS® questions regarding my enrollment. If I am a Mail Service Provider (MSP), I declare as follows: (i) that I am authorized to use the Mailer IDs (MID) or Customer Registration IDs (CRID) as listed in this enrollment and in electronic files I intend to submit to the USPS, (ii) that I am authorized to represent each of the customers I enroll, (iii) that I have provided each customer (the Mail Owner) with the documents/rules, and (iv) that I have informed each of my customers of the terms of the promotion.

### Locations Complete

### Payment Accounts Complete

### Certification Complete

### Activity Report

### Program Assistance

**Important that mailer  
selects "I Agree" to  
complete registration  
process!**



## Permit Number and Percentage Allocation

Permit Number	Permit Type	Finance Number	Percent Allocated	Amount
42	PI	517716	50%	\$1,111.11
81	PI	517716	50%	\$1,111.11
Total Available Credit				\$2,222.22

## Earned Value Summary

Earned Value Summary

Award Start Date	Award End Date	Total Volume CRM	Total Volume BRM	Award Amount
10-30-2013	11-08-2013	0	0	\$0.00
	Subtotal	0	0	\$0.00
	Adjustment	222,222	0	\$2,222.22
	Grand Total	222,222	0	\$2,222.22
			Other Credit *	\$0.00
			Total Available Credit	\$2,222.22

\* Credit belongs to other users

## Earned Value Detail Report

Earned Value Detail Report

CRID	Company	MID	JUN 2012		JUL 2012		AUG 2012		
			CRM Pieces	BRM Pieces	CRM Pieces	BRM Pieces	CRM Pieces	BRM Pieces	
20400413	Company A	900008256					148	448	
20499224	Company B	900008303		296		1,359		2,371	

SEP 2012		OCT 2012		Total	Total	Total CRM	Total BRM	Net	Net	Credit	Credit
CRM Pieces	BRM Pieces	CRM Pieces	BRM Pieces	CRM	BRM	Adjustment	Adjustment	CRM	BRM	Amount for CRM	Amount for BRM
1,048	2,048		3,448	1,196	5,944	-20	0	1,176	5,944	\$1,176.00	\$297.20
	202		1,064	0	5,292	30	60	30	5,352	\$30.00	\$267.60

## Permit Balance Report

				First Class		Standard Mail		Non-Profit				Date and Time Credit Released
Company Name	Permit Number	Permit Type	Finance Number	Credit Acquired	Credit Used	Number Of Postage Statements	Credit Used	Number Of Postage Statements	Credit Used	Number Of Postage Statements	Credit Balance	
Core Mailers	42	PI	517716	\$1,111.11	(\$50.20)	1	0	2	\$0.00	0	\$782.71	11/14/2013 13:44
Core Mailers	81	PI	517716	\$1,111.11	(\$1,111.11)	1	\$0.00	0	\$0.00	0	\$0.00	11/19/2013 8:34

## Permit Balance Detail

Mailing Date	Postage Statement Seq Number	Mail Class	Permit Number	Permit Type	Finance Number	Total Adjusted Postage	Total Pieces	Incentive Amount
02/11/2014	205685741	NSM	539	PI	164950	\$ .00	9,999	-\$1,353.82

[Download to Excel](#)

Earned Value Promotion 2013	Earned Value Promotion 2014
<ul style="list-style-type: none"><li>• Only 1 permit can be enrolled</li></ul>	<ul style="list-style-type: none"><li>• Multiple permits can be enrolled</li></ul>
<ul style="list-style-type: none"><li>• No threshold to qualify for higher credit</li></ul>	<ul style="list-style-type: none"><li>• Threshold is the total number of CRM and BRM pieces for which a mailer received a credit during the 2013 promotion</li></ul>
<ul style="list-style-type: none"><li>• \$0.02 x number of BRM pieces counted</li></ul>	<ul style="list-style-type: none"><li>• \$0.02 x number of BRM pieces counted or \$0.03 x number of BRM pieces counted if the combined CRM and BRM volumes exceed the threshold</li></ul>
<ul style="list-style-type: none"><li>• \$0.02 x number of CRM pieces counted</li></ul>	<ul style="list-style-type: none"><li>• \$0.02 x number of CRM pieces counted or \$0.03 x number of CRM pieces counted if the combined CRM and BRM volumes exceed the threshold</li></ul>
<ul style="list-style-type: none"><li>• No expiration date on earned credits</li></ul>	<ul style="list-style-type: none"><li>• Credits earned in 2014 expire on December 31, 2014</li></ul>

For further information:

**Email:** [earnedvalue@usps.gov](mailto:earnedvalue@usps.gov)

**Mail:** US Postal Service  
*Attn: Promotions and Incentives*  
Post Office Box 23282  
Washington, DC 20026-3282

**Websites:** <https://ribbs.usps.gov/index.cfm?page=mobilebarcode>  
<https://www.usps.com/business/promotions-and-incentives.htm>

